Permit #F00022953-A

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00022953-A **Type of Permit:** FILMING **Release Date:** 12/14/2009

Production Company TOOL OF NORTH AMERICA

Insured Company Name TOOL OF NORTH AMERICA

Contact Phone No. 1 310-453-9244
Contact Phone No. 2
Fax 310-453-4185
Address 2210 BROADWAY
SANTA MONICA, California 90404

Production Title FIBER ONE/HONEY NUT CHEERIOS

Type of Production Commercial - Standard

Producer Lauren Bayer

Director Sean Ehringer

1st AD Kevin Brady

Production Manager Chad Forsch

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Mike Wilson
Primary Phone Mobile - 818-599-3889
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - N/A
Secondary Phone

Fees

Posting 900	$78.00
Notification Charge	$385.00
LA COUNTY - BEACH USE	$400.00
FILMLA FILM PERMIT RIDER FEE	$100.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$300.00

Total Permit Fee $1,683.00

Number of Locations 2

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Summary Information — Location

Permit Number	F00022953-A	**Location Manager**	Mike Wilson
Production Company	TOOL OF NORTH AMERICA	Primary Phone	Mobile - 818-599-3889
Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	
Production Title	FIBER ONE/HONEY NUT CHEERIOS		

Location Address 2376 Ganesha Ave, Altadena, CA, 91001

Location Names

Location Type Private Residence

Location Description

Film Dates 12/15/2009 - 12/15/2009 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No steps from trailers, trucks or motorhomes may be facing road
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	65
LA County FSA assigned	1
Sheriff/CHP	2

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles County - Supervisor District 4 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Location Notes

Coordinator Note LA COUNTY FIRE # 09-2419-11, FSA REQUIRED.

Coordinator Note RIDER A RELEASES LOCATION AND COLLECTS FEES.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : To Be Determined
Street :

Posting "No Parking" signs E/S Ganesha Ave., Mendocino St. - 900 North

Approximate Footage County Parking **Log Number**

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Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	
Production Title	FIBER ONE/HONEY NUT CHEERIOS		

Date(s) 12/15/2009 to 12/15/2009 **Time(s)** 07:00 to 22:00

Posting "No Parking" signs N/S of Beverly from Ganesha Av going west for 100 feet.

Approximate Footage County Parking **Log Number**

Date(s) 12/15/2009 to 12/15/2009 **Time(s)** 07:00 to 22:00

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Insured Company	TOOL OF NORTH AMERICA	Secondary Phone	
Production Title	FIBER ONE/HONEY NUT CHEERIOS		

Location Address 6316 Orion Ave, Van Nuys, CA, 91411

Location Names

Location Type Private Residence

Location Description

Film Dates 12/16/2009 - 12/16/2009 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Required
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Orion AV July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	65

Filming Activities Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 06 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note FILM LA MONITOR REQUIRED FROM 0500-2200 HRS.

Coordinator Note RIDER A RELEASES LOCATION AND COLLECTS FEES.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : To Be Determined
Street :

Posting "No Parking" signs E/S ORION AV., 6316 ORION AV. - 450' NORTH AND SOUTH

Approximate Footage 601 - 900 **Log Number** 1008366

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Production Title	FIBER ONE/HONEY NUT CHEERIOS		

Date(s) 12/16/2009 to 12/16/2009 **Time(s)** 07:00 to 22:00

NOT A PERMIT

SPECIAL FILMING CONDITIONS
6200 & 6300 BLOCKS OF ORION AVENUE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

Orion Avenue is an often-filmed block in Van Nuys with quaint cottage style homes. The following Special Filming Conditions have been crafted to provide a balanced use of the community for location filming.

- **Frequency of filming shall be limited to 14 days per calendar year at any one residence.**
- **Affected residents must be notified at least two (2) days In advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Companies may request posting on one side of Orion Avenue only for a total of 400'. Posting on Erwin Street will be limited to the south side of the street starting 200' east of Orion Avenue. Parking of equipment is prohibited in front of 6224 Orion Avenue.**
- **No weekend or holiday filming unless approved by FilmL.A.**
- **Filming will be limited to only one production company per day on Orion Avenue.**
- **Trash and refuse must be removed from the area immediately after filming activities are completed.**
- **Production companies may not arrive in the area prior to 7:00 a.m. and must depart no later than 10:00 p.m.,** unless approval is obtained from FilmL.A. and the approved times are indicated on the permit.
- **Cast and crew may not park on area streets.** Off-street parking must be provided.
- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

Note: Any variance from the above conditions requires signature approval from a majority of residents on the 6200 & 6300 blocks. Signatures must be obtained in accordance with the approved FilmL.A. Filming Survey process.

NOT A PERMIT FilmL.A. Inc.